

Rep Order# 6868947  
EC'd Yes

Ver# 2  
Status Returned

Traffic Order# 218509  
Printed: 10/29/2012 3:01 PM  
Last Received: 10/29/2012 1:54 PM  
Showing Buylines: Last Sta Revised Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1890  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1890  
Flight Dates 10/31/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---  
SEE LINES 5-7, 12-14

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*5	-----	PEOPLE'S COURT<	10/31-10/31	1	\$75.00	:30	1	W	1P-2P	1	\$75.00
Station Remark: V2 CORRECT PROGRAM FOR TP IS JUDGE MATHIS.											
*6	-----	PEOPLE'S COURT<	11/02-11/02	1	\$75.00	:30	1	F	1P-2P	1	\$75.00
Station Remark: V2 CORRECT PROGRAM FOR TP IS JUDGE MATHIS.											
*7	-----	PEOPLE'S COURT<	11/05-11/05	1	\$75.00	:30	1	M	1P-2P	1	\$75.00
Station Remark: V2 CORRECT PROGRAM FOR TP IS JUDGE MATHIS.											
*12	-----	NEWS	10/31-10/31	1	\$400.00	:30	1	W	9P-930P	1	\$400.00
Station Remark: V2 NA LINE NOT ENTERED											
*13	-----	NEWS	11/02-11/02	1	\$400.00	:30	1	F	9P-930P	1	\$400.00
Station Remark: V2 NA LINE NOT ENTERED											
*14	-----	NEWS	11/05-11/05	1	\$400.00	:30	1	M	9P-930P	1	\$400.00
Station Remark: V2 NA LINE NOT ENTERED											

---REPORT TOTALS---  
Report Totals: 6 / \$1,425.00

---SALES MONTHLY TOTALS---

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) MICHELLE LUJAN-GRIS  
 Product Candidate  
 Estimate# 1890  
 Buyer Michele Certo  
 Phone#  
 Fax#  
 Nov 12: 15 / \$2,385.00  
 Sales Totals: 15 / \$2,385.00  
 Station Totals: 15 / \$2,385.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

Agency ( ) THE NEW MEDIA FIRM  
 1322 G STREET SE  
 WASHINGTON, DC 20003  
 Agency C/P1/P2/E 347/365/1890  
 Flight Dates 10/31/2012 - 11/06/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

---COMPETITIVE---  
 Market Totals \$47,700  
 CABL 0% KASA 5% KLUZ 0% KOAT 32%  
 KOB 31% KRQE 32% KASY 0% KWBQ 0%

---COMPETITIVE COMMENTS---  
 EST SHARES

Books NOV12  
 Demos RA35+

--- CREDIT RISK ---  
 CASH IN ADVANCE

Station KASA-TV ALBUQUERQUE, NM. Agency ( ) THE NEW MEDIA FIRM Rep Firm  
 Advertiser ( ) MICHELLE LUJAN-GRIS 1322 G STREET SE Sales Office ( ) PHILADELPHIA  
 Product Candidate WASHINGTON, DC 20003 Salesperson ( ) AMY MCCREARY  
 Estimate# 1890 Agency C/P1/P2/E 347/365/1890 Salesperson Phone# 215-568-6540  
 Buyer Michele Certo Flight Dates 10/31/2012 - 11/06/2012 Salesperson FAX# 215-568-1845  
 Phone# Hiatus Weeks  
 Fax#

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER. CHECK AND FORM TO BE SENT  
 TO STATION. PLS ADVISE NA'S ASAP. PLS CNF. MT&R

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	-----	DOCTORS<	10/31-10/31	1	\$15.00	:30	1	W	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
2	-----	DOCTORS<	11/01-11/01	1	\$15.00	:30	1	TH	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
3	-----	DOCTORS<	11/02-11/02	1	\$15.00	:30	1	F	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
4	-----	DOCTORS<	11/06-11/06	1	\$15.00	:30	1	TU	7A-8A	1	\$15.00
		Buyline Comment: 4/25									
5	-----	PEOPLE'S COURT<	10/31-10/31	1	\$75.00	:30	1	W	1P-2P	1	\$75.00
6	-----	PEOPLE'S COURT<	11/02-11/02	1	\$75.00	:30	1	F	1P-2P	1	\$75.00
7	-----	PEOPLE'S COURT<	11/05-11/05	1	\$75.00	:30	1	M	1P-2P	1	\$75.00
8	-----	AMR FUN-VIDEOS<	11/01-11/01	1	\$150.00	:30	1	TH	4P-5P	1	\$150.00
9	-----	AMR FUN-VIDEOS<	11/02-11/02	1	\$150.00	:30	1	F	4P-5P	1	\$150.00
10	-----	AMR FUN-VIDEOS<	11/05-11/05	1	\$150.00	:30	1	M	4P-5P	1	\$150.00

10/29/12  
 IN PHIL  
 [Signature]

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1890  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1890  
Flight Dates 10/31/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		TMZ	10/31-10/31	1	\$150.00	:30	1	W	530P-6P	1	\$150.00
12		NEWS	10/31-10/31	1	\$400.00	:30	1	W	9P-930P	1	\$400.00
13		NEWS	11/02-11/02	1	\$400.00	:30	1	F	9P-930P	1	\$400.00
14		NEWS	11/05-11/05	1	\$400.00	:30	1	M	9P-930P	1	\$400.00
15		NEWS	11/01-11/01	1	\$300.00	:30	1	TH	930P-10P	1	\$300.00

---REPORT TOTALS---

Report Totals: 15 / \$2,385.00

---SALES MONTHLY TOTALS---

Nov 12: 15 / \$2,385.00

Sales Totals: 15 / \$2,385.00

Station Totals: 15 / \$2,385.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$47,700	CABL 0%	KASA 5%	KASY 0%	KLUZ 0%	KOAT 32%
		KOB 31%	KRQE 32%	KWBQ 0%		

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

EC'd No    Last Received: 10/29/2012 12:19 PM    Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) MICHELLE LUJAN-GRIS  
Product Candidate  
Estimate# 1890  
Buyer Michele Certo  
Phone#  
Fax#

Agency ( ) THE NEW MEDIA FIRM  
1322 G STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 347/365/1890  
Flight Dates 10/31/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

# Spot Manager: All

Order	Alt Order #/Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
-------	----------------------	------	--------	----------	----------	---------	-------	------

Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 1

Time Period: 7a-8a

218509 06868947 1890

10/31/12 :30 P5

7:39:31 AM Candidate TV113X10812H

\$15.00  
\$15.00

Line: 2

Time Period: 7a-8a

218509 06868947 1890

11/01/12 :30 P5

7:39:31 AM Candidate

\$15.00  
\$15.00

Line: 3

Time Period: 7a-8a

218509 06868947 1890

11/02/12 :30 P5

7:20:08 AM Candidate

\$15.00  
\$15.00

Line: 4

Time Period: 7a-8a

218509 06868947 1890

11/06/12 :30 P5

Candidate

\$15.00  
\$15.00

Line: 5

Time Period: 1p-2p

218509 06868947 1890

10/31/12 :30 P3

1:09:54 PM Candidate TV113X10812H

\$75.00  
\$75.00

Line: 6

Time Period: 1p-2p

218509 06868947 1890

11/02/12 :30 P3

1:49:10 PM Candidate

\$75.00  
\$75.00

Line: 7

Time Period: 1p-2p

218509 06868947 1890

11/05/12 :30 P3

Candidate

\$75.00  
\$75.00

Line: 8

Time Period: 4p-5p

218509 06868947 1890

11/01/12 :30 P2

4:29:37 PM Candidate

\$150.00  
\$150.00

Line: 9

Time Period: 4p-5p

218509 06868947 1890

11/02/12 :30 P2

4:44:33 PM Candidate

\$150.00  
\$150.00

Line: 10

Time Period: 4p-5p

218509 06868947 1890

11/05/12 :30 P2

Candidate

\$150.00  
\$150.00

Line: 11

Time Period: 530p-6p

218509 06868947 1890

10/31/12 :30 P5

5:50:14 PM Candidate TV113X10812H

\$150.00  
\$150.00

[Sorted by: Line]

# Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
-------	-------------	----------	------	--------	----------	----------	---------	-------	------

Station: KASA

Advertiser: POL/Michelle Lujan-Grisham 1 Dist Congress

Agency: New Media Firm

Line: 11

Line: 15

Time Period: 930p-10p

218509 06868947 1890

11/01/12 :30 P5

9:37:11 PM Candidate

\$300.00

\$300.00

\$1,185.00

\$1,185.00

\$1,185.00

\$1,185.00

[Sorted by: Line]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE      ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
-----------------------	-------

I, The New Meida Firm

being/on behalf of: Michelle Lujan Grisham, a legally

qualified candidate of the Democratic political

party for the office of: US Congress

in the Primary Election

election to be held on: June 5, 2010

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule					

Total Charges: see schedule



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

US Congress, NM-01

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Michelle Lujan Grisham

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bruce F. Malott, CPA

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

4/23/12

Date

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, The New Media Firm for Michelle Lujan Grisham

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

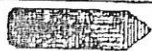
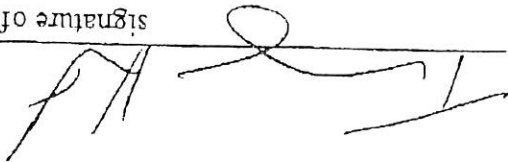
☐

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒

the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee



printed name

Terney Hunt

date